

## ORDER

FIRST COAST NEWS



A GANNETT COMPANY

**Orders**  
 Order / Rev: 698153 - 3  
 Alt Order #: 6225307  
 Product Desc: BEAN FOR FL SENATE  
 Estimate: 232  
 Flight Dates: 07/24/12 - 08/04/12  
 Original Date / Rev: 08/02/12 / 08/02/12  
 Order Type: Core

WTLV-TV

Primary AE: Jim Quinn  
 Sales Office: T-PHI  
 Sales Region: NAT

**Agency**  
 Name: Mentzer Media Services/ POL  
 Buying Contact:  
 Billing Contact:  
 600 Fairmount Ave. Suite 306  
 Towson, MD 21286

Billing Type: Cash  
 Billing Calendar: Broadcast  
 Billing Cycle: EOM/EOC  
 Agency Commission: 15%

**Advertiser**  
 Name: Bean, A/ R / FI Senate  
 Demographic: A35+  
 Product Codes: PL-State Senate  
 Priority: P-1  
 Revenue Codes: AGY, GEN, POL

New Business Thru:  
 Order Separation: 00:15:00  
 Advertiser External ID:  
 Agency External ID:

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
06/25/12	07/29/12	36	\$19,260.00	\$16,371.00
07/30/12	08/04/12	14	\$9,410.00	\$7,998.50

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
July 2012	36	\$19,260.00	\$16,371.00	0.00
August 2012	14	\$9,410.00	\$7,998.50	0.00
<b>Totals</b>	<b>50</b>	<b>\$28,670.00</b>	<b>\$24,369.50</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Order Share	Share	Total
WTLV-TV	38%	\$28,670.00
Market	100%	\$75,447.37

Competitive Share	Share	Total
CABLE	0%	\$0.00
WAWS	7%	\$5,281.32
WCWJ	0%	\$0.00
WJXT	25%	\$18,861.84
WJXX	7%	\$5,281.32
WTEV	23%	\$17,352.89

mg 29

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 9	WTLV	07/28/12	07/28/12	Sat 730-8p Jeopardy	CM	Sat 7:30p-8p	-----S-	:30	1	\$260.00	P-3	0.00	NM	0	\$0.00
Start Date End Date Weekdays Spots/Week Rate Rating Week: 07/23/12 07/29/12 -----S- 1 \$260.00 0.00															
Spot Ch Date Range Description Start/End Time Weekdays Length Rate Rtg Type 1 WTLV 07/23/12-07/29/12 Sat 730-8p Sat 7:30p-8p -----Sa-- :30 (\$260.00) 0.00 NM See MG 9.2 [Per Management (Sam)]															
2 WTLV 07/28/12-07/28/12 Olympics Zone Olympics Zone -----Sa-- :30 (\$260.00) 0.00 NM (H) Credited															
N29	WTLV	08/04/12	08/04/12		CM	Olympics Zone	-----S-	:30	1	\$260.00	P-5	0.00	NM	1	\$260.00

WTLV-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Olympics Zone											
				Olympics Zone											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 07/30/12	08/05/12	-----S-		1		\$260.00		0.00					
													Totals	50	\$28,670.00